

BABES-BOLYAI UNIVERSITY CLUJ-NAPOCA
FACULTY OF SOCIOLOGY AND SOCIAL WORK

ABSTRACT OF THE DOCTORAL THESIS

***SOCIAL COSTS AND BENEFITS OF MOUNTAIN TOURISM IN
MARAMUREȘ AREA (ROMANIA)***

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1. INTRODUCTORY ARGUMENT

The phenomenon of tourism is on the rise in the 21st century. This industry implies huge financial expenditures (almost ten per cent of the world's money) and involves more than 235 million people, being a major development factor in the world (*World Travel Tourism Council* 2010). It is therefore not surprising that the system and structure of tourism as a socio-economic, political, cultural phenomenon, etc. call for a serious analysis of the resorts that encourage or limit it, starting from political or economic motivations to the needs, motivations and behaviors of tourists.

The multitude of interdependencies involved in tourism affects every state. The scales on which it operates are political, social, cultural, but especially economic. As a factor of progress, tourism encourages the exchange of cultural values and elements between the people and countries. The technological development and refinement of services and equipment for tourism purposes has been continuously developed, the tourism potential was exploited more and more efficiently and in more and more sophisticated ways, leading to the increase of the economic development. We can say therefore that tourism is a dome under which variants of ideologies, theories, concepts and models meet, with an impressive spectrum of disciplinary coverage.

As a global social phenomenon, tourism involves a generous intersection of disciplines which aim to circumscribe tourism both in descriptive and explanatory ways, to conceptualize its facets and modalities of manifestation and to theorize the circular effects between it and the economical, sociological, political, psychological, cultural factors. It is therefore an area of multidisciplinary interest (Costa and Martinotti, 2003). The analysts of the phenomenon have taken their theories from other disciplines, so there is no unitary theory of tourism. The present thesis has synthesized several major approaches that are more frequently used by sociologists, economists and psycho-sociologists; moreover, the thesis has synthesized on these theories and frameworks of interest. The title of the thesis uses the umbrella concept "social costs and benefits" which means that I address specific issues from the sociology and psychology of tourism that involve the analysis of the advantages / disadvantages ratio from multiple perspectives; all these perspectives are understood at a social level, from a sociological viewpoint (Cook and Rice, 2006; Zamfir, 1993). Thus, when it comes to costs and benefits, advantages and disadvantages, I refer not only to economic ones (Dreze and Stern, 1987), but also to social and psychological ones (McDonell, Strom-Gottfried, Burton and Yaffe, 2006). Also, in

line with those who have established and developed this paradigm and its specific variants, i.e the rational choice theory (Coleman, 1990, Elster, 2013, Goode, 1997, Iluț, 2009, Rotariu, 2016), two major questions are to be asked: 1) Costs and benefits (rationality) to whom ? and 2) Which is the time-horizon (short, medium, long) of these costs/benefits?

Thus, I considered that the theoretical dimension of the cost-benefit approach might be useful in the doctoral research as a background which helps the targeting of different actions that tourism development involves, as well as the development as such. I am speaking, of course, about the ways in which costs and benefits are perceived and interpreted by the main actors involved in tourism: bidders and customers. I included concepts that support the understanding and operation of various elements of tourism in the area of research and presented several theories that implicitly include this "cost-benefit" relationship from the perspective of social exchange and sustainable development (Cook and Rice, 2006; Sharpley and Telfer, 2015; Thibaut and Kelley, 2008; Walczak, 2015).

A *first general objective* of the thesis was to offer a synthesis of the literature on tourism in general in order to have a theoretical and applicative basis for the empirical approach. In the methodological design of the research I have enriched the epistemological and practical applicative virtues of the multi-perspective analysis (Flick, 2009; Iluț, 1997) and the combination of quantitative and qualitative techniques (Chelcea, 2007, Creswell, 2003, Rotariu and Iluț, 2006).

A *second general objective* was related to my own research: I aimed at gathering specific data about mountain tourism, involving both winter and other than winter activities. I aimed to investigate the profiles and the opinions of the tourists arriving in the mountain resorts of Maramureș (Romania) and the (social) cost / benefit ratio in the case of tourist activities in the mountain resorts of this county. The prospects of tourists were registered by means which were appropriate to the objectives (stand-by questionnaire and semi-structured interview) and these data contributed significantly to the mapping of a wide range of reasons, discontents, appreciations, advantages, disadvantages, proposals, etc., evoked by both "sides" involved in the tourist phenomenon of this mountain area.

2. CONCEPTUAL-THEORETICAL AND ANALYTICAL ASPECTS OF THESIS

From Chapter 1 ("Definition and delimitation of tourism analysis frameworks") and 2 ("Concepts and theories approaching tourism from a social and psychological perspective"), I

synthesized some more important ideas that have been integrated into the economy of the whole work in order to build the empirical approach:

- The literature on tourism uses several key concepts which are detailed in the thesis: cost / benefit analysis, economic development / social development, sustainability, social exchange, tourist system, tourist typology, life cycle of tourist area, ecology, globalization. These concepts have made a career and have been well established in the discussions and explanations of the political, economic and socio-cultural behaviors and phenomena directly or indirectly related to the movement and evolution of tourism (Adams, 1990; Beckerman, 1992; Cater, 1994; Costa and Martinotti, 2003; Harrison, 2015; Hirst, Thompson and Bromley, 2009; Pickles, 2008; Telfer, 2015; Thirumoorthy and Wong, 2015).
- In the tourism market (demand-offer), research on tourism behavior (consumer tourism) should be considered not only the study of economic feasibility, but also the study of the ways in which the tourism demand is structured, depending on the motivations, types of tourists, factors involved in decision-making and choice of tourist destinations. Although some specialists criticize the rigid theoretical frames of different tourists profiles, I assume that a well built theory can have a high degree of validity which may serve as a solid analysis of tourist flows. The difference between theory and reality can be easily reduced through systematic research that emphasizes the values, motivations, attitudes and behaviors of tourists. Thus, the needs, motivations, actions of tourists have direct and mediated effects both on the development and crisis of some tourist destinations (i.e. the life cycle of the tourist destination). A careful approach, which takes into account both the place and sustainability criteria, but also the demand factor, is necessary to support the local and international tourism industry and to balance the tourist systems on the demand-offer market, reflected in the profile and quality of services.
- Tourism is increasingly dependent on the environment. At the level of effective functioning, international tourism transcends the barriers of economic, political, institutional and corporate processes (related to access to resources), reaching the sphere of ecology and that of ecological consciousness; i.e. the values and the role of globalization in transforming values; various tourism formulas that come close to the principles of sustainability or lifestyle may be characteristic of voluntary simplicity.

- As a global phenomenon, tourism is integrated into and integrates elements of globalization (Robertson, 1992) as a defining movement of the world today. But there were also opposing forces, belonging to the movement of "localism" that promotes the local specificity, the uniqueness of the place (Hirst et al., 2009). Tourism responds to both global and local needs, and the "glocalization" formula is relevant here. In this way, the homogeneity-heterogeneity report discussed by R. Robertson (1995) is a dynamic reality in the case of tourism and implies fertile intersections. With the "decline in confidence" (Giddens, 2001), the dialogue is negatively affected. It can be said that globalization and localism keep an interesting and somewhat unstable balance.
- Among the relevant theoretical trends, I have focused on the sociological theories that analyze the process of development, with application to contemporary tourism. The great developmental theories of modern times are no longer sufficient to explain contemporary social phenomena, which are reflected in recent approaches to tourism. The theory of modernization, the theory of underdevelopment, neoliberalism and neo-etatism, together with ecology and sustainable development combined with the theory of globalization are powerful perspectives, but have lost the individual power of explanation they had in their years of glory. In recent years, the focus has shifted on stringent and mundane issues: poverty reduction, gender equality and basic needs (Harrison, 2015). I have exposed the polemic around this subject and it is clear that international tourism and liberal capitalism will continue to play on the world's arena, but middle-range explanatory perspectives (Sharpley, 2009) may create bridges between these major explanatory currents.]
- Psychological approaches that focus on human needs (Maslow, 1945/2007), on behaviorism, on the analysis of instrumental values. (Bandura, 1997) with references to cultural visions (postmaterialistic / cultural approach) and sociological visions (European Surveys) bring to the forefront some powerful ideas: starting from the cultural-value explanation and the functionalist-structural explanations (mainly economic factors) it can be said that the instrumental needs were significantly exceeded by the expressive ones (it went from the institutional to the intimate self - Iluț, 2001, 2004). They support the thesis of postmaterialism, the movement in values towards post-materialistic values, especially in the West. Romania occupies an intermediary place on the scale of welfare, civism, ecological awareness, environmental concern (as a mentality and behavior, which also affects the others, the community and the environment). These developments affect, both positively

and negatively, the relationship between tourism and the environment. But we must avoid generalization at the level of states and regions: even within these structures there is a diverse range of mentalities, inequalities and differences, contexts and subcultures. However, the new global trend is clear: the world is adopting a new and growing awareness of environment and sustainability, which is beyond the economic, structural conditions. Therefore, at global level, there is a translation from classical modernity to environmentally centered (ecological) modernity, complementary to the first.

The analysis of relevant cases on how to integrate different approaches into concrete situations regarding the relationship between economic development / sustainable development in terms of ecological and social sustainability is outlined in Chapter 3, "Two case studies: the tension between economic development and sustainable development (ecological requirements)", where I presented the Roşia Montană case and the case of ski resorts (described by white elephant metaphor) that have developed uncontrollably in European emerging countries, including Romania, although they are severely affecting the environment and they do not represent sustainable development solutions, at least on medium and long term.

Chapter 4, "Tourism Profile of Maramureş area", is a necessary preamble of my research, which encompasses the Maramureş (mountain) tourism in the national one. I presented here a synthetic statistical background on developments in the Romanian tourism sector. As a trend at the international and national level during the last 10 years, it can be mentioned that the contribution of tourists and the related incomes in Romania are slightly evolving, although in 2016 we have dropped two places compared to the previous year in the ranking of the World Economic Forum (Romania was ranked 68th out of the 136 countries considered according to the international hierarchy of the Tourism and Travel Competitiveness Index calculated by the World Economic Forum in 2017), due to the worsening of infrastructure quality, accessibility to valuable tourist areas, human capital in tourism, government support to support tourism, etc.

Then I outlined the features of the Romanian mountain tourism and of the Maramures area, detaching its special potential for the development of mountain, rural and agro-touristic tourism (a potential I have called tourist capital). The elements of uniqueness / specificity and generality are also

mentioned, including references to the local (economic, social, mental) problems that communities have to deal with in the new political and social context (Pascaru, 2013; Vedinaş, 2001, 2015).

3. METHODOLOGICAL DESIGN OF THE (QUANTITATIVE AND QUALITATIVE) RESEARCH

The *overall purpose* of the investigation was to circumscribe the relationship between the advantages and disadvantages, costs and benefits involved in mountain tourism in the geographical area of Maramureş, focusing on tourists' opinions and expectations. Adjacently, I outlined also the perspective of those who are in the position of bidders, namely owners of boarding houses and recreational facilities from the respective resorts, whose opinions strengthened and expanded the client-tourist perspective. The quantitative investigation materialized in a sociological survey carried out in four mountain resorts in Maramureş (Borşa, Căvnic, Mogoşa and Şuitor). The respondents have been tourists with various profiles who came during the winter in these resorts. A smaller scale qualitative research enriched my quantitative perspective and it was focused on the "inside" perspectives collected through the semi-structured interview technique applied to owners of tourist units from the Maramureş resorts.

The *general objective* was to deepen the analysis of the social and motivational factors that outline the mountain tourism movement by surveying opinions and detaching the attitudes and specific behaviors associated with this type of tourism. Corresponding to this general objective, I sought to identify the benefit-cost, advantages and disadvantages in different spheres of tourism interest.

The *specific objectives* were:

1. The identification of the reasons which lead to and support the tourist interest for the winter resorts in the Maramureş area;
2. Establishing the most frequent impediments invoked in the dynamics of tourism and in the dynamics of tourists' interest towards these resorts;
3. Revealing the patterns of the lifestyle of those who attend these resorts;
4. Identifying the potentials along the relationship between associative spirit - specific tourist interest;
5. Identification of (socio-demographic) profiles of the tourists who prefer these resorts, depending on the reasons of specific interest;

6. The statistical combination (factorial analysis, factorial modeling and logistic regressions) of the various variables in order to establish some probability profiles that evaluate the chance of returning to the resort through;

7. Collection of information on the benefit-disadvantage report based on the reports of those involved in the tourism sector (contractors).

In fulfilling the objectives, I formulated several *hypotheses*:

Hypothesis 1: "The more tourists have greater demands, willing to improve the deficiencies that they noticed, the more interest in the resort (in terms of returning to the area)."

Hypothesis 2: "There is a positive statistical association between participation in associations and the interest in returning to these resorts."

Hypothesis 3: "There are significant statistical correlations between some demographic variables (gender, age, residence, level of study, field of activity) and the frequency of returning in these resorts. Thus, men, young people and adults aged under 45, those who live in urban settings, have a higher level of education and work in private sector, freelancers or students are more likely to frequent these resorts and come back. "

In the quantitative research based on the questionnaire 150 people (tourists present in 4 resorts - Borşa, Căvnic, Mogoşa and Şuitor) participated and 147 questionnaires were validated. Qualitative research was based on 4 deep interviews; the subjects of the qualitative research were significant persons from the four tourist areas, who had a more complex perspective on the evolution of the tourist services in the area and on the causes of the fluctuations in the tourists' preferences, the obstacles faced by the tourists and the advantages in this field. Methodologically, mixing quantitative with qualitative methods was an appropriate and effective option. Both researches have a number of limits, but I tried to overcome and compensate these limits as follows:

i) In the questionnaire survey: the question of *generalizing the results* for the whole range of national tourist packages and for all types of tourists is a limitation, but the research I did had not have the propose of an exhaustive approach; it aimed only to reveal several aspects of the tourism in this specific location; the sample is not *representative of standard probability requirements*, but I compensated this limitation by theoretical representativity. The fact that the distribution of tourists by gender, age, schooling, residence environment, occupation, etc. is diverse is an argument in this respect, meeting the criteria of exigency in order to validate the results.

ii) Qualitative research: *comparability* (respondents to the interview are well anchored in the tourist environment of the area and have been performing specific activities in the field of services for

some time; homogeneity, etc.) was a limitation, but the purpose was not to highlight the variety of types; I solely intended to find the common elements (satisfaction and dissatisfaction) of this category, the opinions that meet, so I consider that this limitation is not problematic in the qualitative research. The *randomization* of the batch of respondents is also a limitation: the recruitment of the four subjects who provided information was made from a group of acquaintances; they offer the same kind of services to tourists, they all have a certain length of service in the business, so they may seem similar, but these preconditions of similarity do not produce the same effects on the individuals in the expressed opinions. The results confirmed that there is a variety of interpretations, perceptions and suggestions.

4. THE MAIN RESULTS OF THE EMPIRICAL INVESTIGATION

A. The quantitative investigation produced the following results (I have made a selection of the most relevant results below):

- Descriptive statistical analysis: in terms of the *socio-demographic characteristics* of the respondents in the sample, the most frequent types of tourists in these resorts are: young students, but also a young adult under 44 (with family), living in urban settings, having an income above average, with higher education. The type of tourist in the mountain resorts of Maramures has a higher level of education (60% with higher education) compared to the average level of education of the general Romanian tourists.

For *the reason for which they spend their stay in the resort*, the subjects in the sample generally prefer a healthier lifestyle and are valuing these destinations for relaxing and spending their free time with the family.

Of those who would like to repeat the experience of staying at that resort, the main reasons for repeating the choice are the same: relaxing (32%); practicing a healthy lifestyle (34%) and sport activities (21%).

Regarding the *way the resort's offer is evaluated*, the opinions of the respondents show a positive appreciation. A few (10%) of the subjects rate the resort as "very good", but nearly 60% consider it "good", with another 27% considering it "satisfactory". In order to understand these appreciations, it must be noted that the conditions are not 5 stars, these resorts being focused generally on sporting offers. Several aspects are also criticized: infrastructure, quality of service in some tourist units, attitudes of employees in these services, behaviors of other tourists, etc.

The *disadvantages* perceived by the surveyed tourists about several aspects that are generally important for the assessment of a resort show the following aspects: most "poorly" grievances focus on "infrastructure, sports tourism services," where nearly a third of the responds and another 53% is critical to some extent. Approximately one quarter of respondents criticize the quality of tourism services, and 55% consider it to some extent to be deficient. Somewhat worrying is the fact that the satisfaction with family holidays in these resorts it is also considered to be partially deficient and such negative appreciation is problematic for a winter resort that is profiled on mountain relaxation in an area with agro-tourism potential (rural tourism). For 40% of tourists surveyed material impediments are limiting to a great the frequency with which such stays occur. Another 37% invoke material aspects as limiting them to some extent. Less than a quarter of the sample thinks that the money problem reduces the frequency of stays. Taking into account the material state of many families in Romania, this picture is not very surprising.

The main reasons why some tourists travel less frequently in resorts over the past 3 years shows, as discussed previously, that financial shortcomings (60% of the respondents) are the most limitative factors, followed by deficiencies in tourism quality (30%).

Considering *the traits of those who become tourists in such resorts*: most respondents prefer relationships within the perimeter of informal social capital; almost a third of the respondents are practicing the family type tourism and another third are sports-oriented. One-fifth have few extra-professional activities or hobbies and less than 10% are the isolated type, i.e inactive tourists.

In order to *improve the quality of the resort and the tourist services offered* respondents consider the following: respondents consider that the improvement of the financial aspects is rather important but not very important (relative to other topics) are the financial aspects (about a quarter of the subjects; perhaps because some tourists consider mountain tourism closer to nature it is relevant that three-quarters of the respondents give major importance to the conservation of nature, ecology, cautious changes to the environment, preservation of traditions. This configuration appears as a confirmation of the high expectations of tourists towards the resorts, as well as of their desire to have a good quality of mountain tourism in all aspects, including services and values in the sphere of sustainability.

- The factorial analysis of the *reasons for returning to the resort* indicated that those who come to the resort for the first time arrive to spend their family holidays (statistically significant difference) and then return for pleasant moments in a healthy environment.

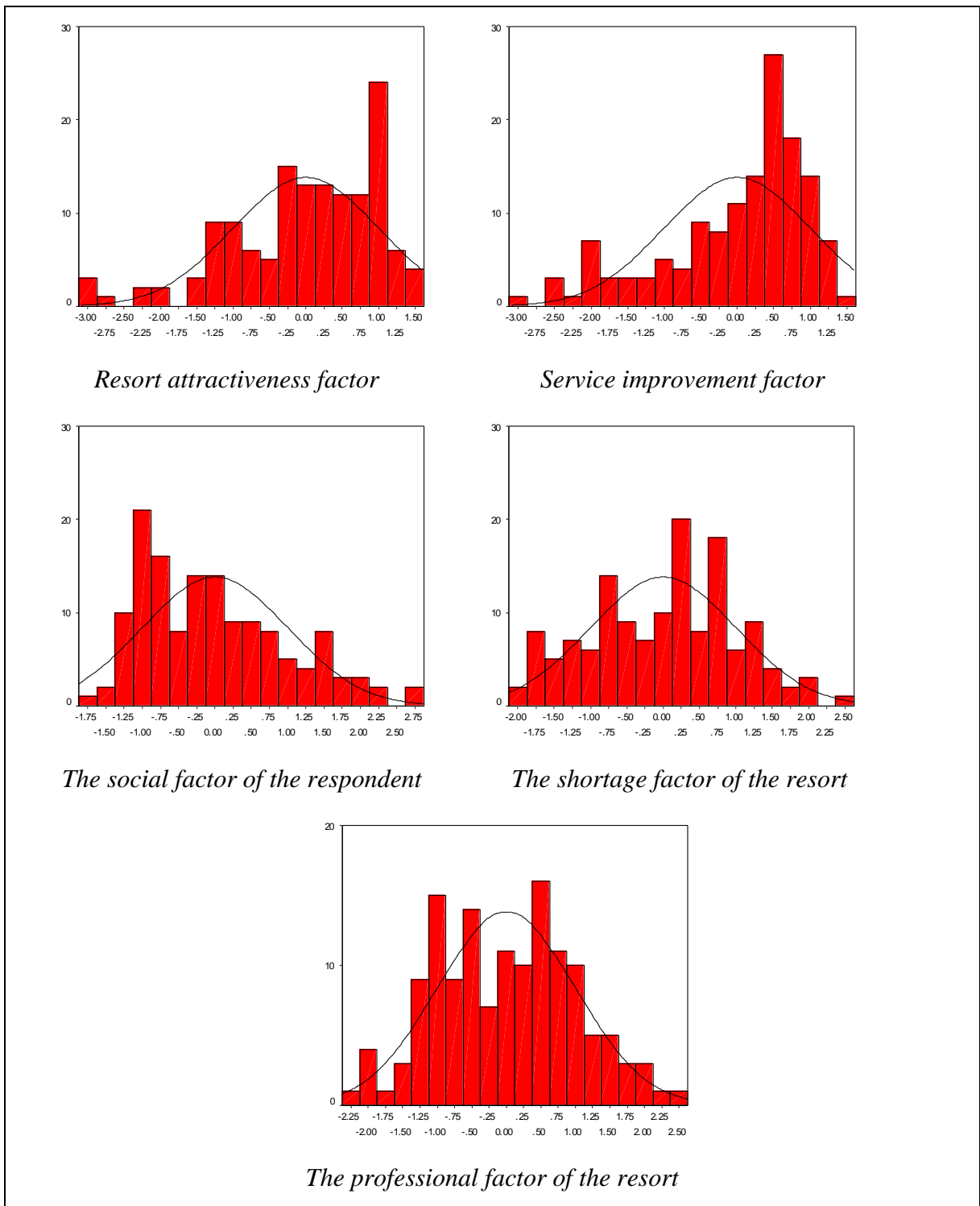
- The reason for coming or returning as a simple tourist is appreciated to be little more important by those who come first than those who come back, and the professional interest is appreciated by both groups. But for those returning to the resort, the very important reason is to do sports.

- In addition to satisfaction with the conditions in the resort, the respondents returning to the resort mention insist more on the infrastructure-related problems, and on the more deficient services for sports tourism than the ones who come first, the difference between the two lots is statistically significant.

- Those returning to the resort work more often in a sports or tourism association, cultural association, religious association, association, or political organization, which shows the importance of social capital in pushing the tourists towards these destinations.

• The *application of the 5-factor model and its relation to socio-demographic items* indicated the followings:

- The first identified factor correlates very strongly with the importance of coming to the resort for family holidays, healthy environment, sports, how the respondents are satisfied with the resort in these respects; this factor was called resort attractiveness factor - FAS; the second factor closely correlates with the importance given to the various aspects of improving the tourist services offered by the resort, called the service improvement factor – FIS. The third factor correlates very well with the activities of the respondents in different associations, called the social factor of the respondent – FSR. The fourth factor correlates very well with the assessment of some of the deficient aspects of the resort, called the shortage factor of the resort – FDS. The fifth factor correlates very well with the professional interest of staying in the resort, with the satisfactory appreciation of the resort for professional interest, called the professional factor of the resort - FPS. We can say that the distributions of the factors are normal, it sounds very similar to Gauss's curve (the figure below), so the five factors can be used in statistical tests:



- After the arrival - returning to the resort variable, those who are in the resort for the first time are satisfied with the resort, are not so concerned with the negative aspects as those who come for the second time; moreover, those who come for the first time are a little more inactive in different associations.

• The *logistic regressions* (with the binary dependent variable) after two models led to the following results:

- According to the first model of logistic regression, for an individual to return to a mountain resort in Maramures, the following aspects are the most important: to be a person who participates more frequently in the activities of cultural, sporting, tourist, religious or political associations (the chance increases by 60 %); critically assesses the conditions, infrastructure, quality of service (56% chance to grow); to be older (+ 52%); to come for professional reasons and consider the resort to be satisfactory for professional purposes (+ 43%)

- The second logistic regression model has shown that in order for an individual to wish to come to a mountain resort in Maramureş constantly it is most important to have already been in the resort (the chances increase by 70%) and to be a person who participates more frequently in the activities of cultural, sporting, tourist, religious or political associations (the chance grows by 73%); additionally, coming for professional reasons and considering the resort to be satisfactory for professional purposes also increase the chance of returning (+ 62%). Also, the attractiveness of the resort for various reasons seems to contribute to a higher chance of return (+ 60%). The second regression model has also revealed that: those who believe there is room for improvement in management, mentality, behavior, service quality, nature conservation, infrastructure investment, the chances of returning to a resort grow by 44 %; interestingly, negative appreciations can contribute also to returning: if a person in a mountain resort of Maramureş appreciates critically the conditions, the infrastructure, the quality of the services – these aspects increase the chance of returning constantly (+ 13%), the higher educational level also contribute - albeit little - to the increase of the chance of return. According to the second regression model, the dominant characteristics of tourists that decrease the chance of a constant return are the urban residence environment, the female gender and the more advanced age (17-19% decrease).

- As a typology of the tourist who has maximum chances or minimum returns to the resort, the model has found the calculated minimum chance of 0.01 for two persons: a man, aged 15-24, urban, unmarried, with post-secondary level of education, employed in the state as an official, respectively a woman, over 45 years of age, married, with post-secondary studies and engaged in education; Conversely, the maximum chance of returning to the resort constantly (odds of 0.87) occurs in a 15-24-year-old man who lives in urban settings, is unmarried, has high level of education or he is currently a student.

- The tourist profile that appears to have the highest chance of constant return to the resort is: 15-24-year-old, unmarried, rural (with the already mentioned amendment on the lower cost of this type of tourist), student, or employee in the private environment.

Checking of the hypotheses:

Partly, the first hypothesis was confirmed: "As tourists have higher requirements, wanting to correct the deficient issues, the more interest they have in the resort". Indeed, in such cases, they have 44% more chances to return. On the other hand, psychologically, the critical mention of the issues that could be improved indicates an interest in that tourist offer, i.e. a potential engagement in returning to that place.

The hypothesis 2 has been fully confirmed: "There is a positive statistical association between participation in associations and the interest to return to these resorts." The chance to return to those who are active in associations is very high (participation increases the probability of return by 73%). A completeness of the results is that the chances of return increase if the reasons are professional and consider the resort to be satisfactory for professional purposes (+ 62%). Additionally, the attractiveness of the tourist resort for different reasons can contribute to a greater chance of return (+ 60%).

The third hypothesis ("There are significant statistical correlations between some demographic variables ...") was partially verified, i.e. there is no chance of a higher return to those with higher education than those with other levels of education. Residence in the urban environment does not increase the chances of returning to the resort or the field of free-lance activity. An addition to the hypothesis would be that the chances of returning to the resort by age category are maximum for those under 25 years old.

B. The results of the qualitative research (interviews) outlined the following picture:

- Generally, boarding house owners have a high level of professional satisfaction, good relations with tourists and the intention to support and develop their own business. Most complaints concern: limiting bureaucracy and non-stimulating legislation for business travel; infrastructure; the lack of financial resources or their insufficiency; poor promotion, insufficient marketization by specialized agencies; the relative ignorance of cultural tourism and ecological aspects. Suggestions come in line with actions by local authorities: solid investments in other forms of tourist interest or indirect impact on the flow of tourists (spa, hippies, parking, infrastructure improvement, entrepreneurship facilities and tourists

alike). At macro-social level (state involvement) there is a stronger critical note that adds more insight to the perspective of this category of entrepreneurs, who have intensively mentioned bureaucratic and legislative limits: direct, indirect, fiscal, and financial promotion, interest, and fiscal. It is important to note that the activities carried out do not affect the natural environment, the environment. Then, what is considered a major attraction for tourists is related to traditions, local customs, landscape, variety of services, hospitality, and nature. With regard to community involvement, it is considered to be present, and the interest in meeting the expectations of tourists is shared. It is remarkable that one of the subjects considers competitiveness to be an advantage, but most of the interviewees go on the idea of complementarity of services, in order to optimize their business.

5. CONCLUSIONS

Finally, there is a broader picture of the tourist trends in the mountain resorts of Maramures, a picture resulting from both investigations, on various researched dimensions.

- Although the material problem is often claimed as an impediment (the welfare hypothesis) of tourism, it is outweighed by the cost-benefit ratio of other more important motivational elements: healthy life, relaxation with family, sports, nature (for the tourists), the professional satisfaction, the satisfaction of having their own business, the aspiration to develop new facilities and offerings (for the owners of boarding houses).
- At the level of declarations, expressive values and attitudes, the need for the actualization of the self and the rejection of gross tourist consumerism appear. Both those who give and those who receive tourist services have grievances: conditions, infrastructure, etc., while at the same time being aware of the importance of the social context, which, economically and institutionally, hampers the development of the resort. Owners of hostels invoke the bureaucracy and disinterest of authorities, but appreciate community and inter-human relations; tourists think it's a good place, but they are happy with the recreation and leisure area. And one and the other have retirement (or business) satisfaction, especially because it brings them personal satisfaction. Environmental concerns are not alien to the subjects, tourists or hostel owners. A number of answers point to ecological aspects, because tourists in large part, believe that the resort should not be too modernized, precisely to avoid the destruction of the natural environment. This tourist resembles the ecological profile described by Dunlap (1997), which is

encouraging the awareness of the importance of the principle of sustainability, even if it is not expressed in the discourses on various subjects by the ordinary public as such.

The type of tourist we are most likely to encounter in the mountain resorts of Maramures that will come back in the following years is a highly representative one for what is described in the concept of ecological modernity in terms of responsibility for one's own life and citizenship. This type combines the *expression of the expressive values of the self* (the "subscribed" tourist is rather a member in various associations, has a critical and constructive attitude towards the chosen place as a tourist destination, appreciates personal development aspects the attractiveness of the resort as a relaxing, health, sporting activity) with *the manifestation of instrumental needs* (financial aspects, cost-benefit calculation or in terms of the social exchange theory, does not necessarily come by virtue of embedded expressive or ecological principles, but for professional reasons and due to the attractiveness of the resort itself). Not by chance, this kind of tourist who prefers mountain resorts and who seems to be the client with the greatest chances to return in the next 10 years is also very young (under 25 years old).

Therefore, there is a mix of the two ideal categories, which combines the expressive with the instrumental type, being mixed attributes from both formulas of tourist interest (demand). The winter resort offer should take these trends into consideration and the owners with whom we have discussed extensively about these subjects seem to be fully aware of both the changing needs of tourists crossing the threshold and of the constraints of new principles of sustainability, in this case at community-ecological level.

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